

A group of healthcare professionals, including a woman with glasses and a stethoscope, are looking at a tablet together. The image is overlaid with a semi-transparent blue filter.

# YOUR NEXT STEP: PERSUADING HOOSIERS TO PURSUE EDUCATION & TRAINING

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# VOX GLOBAL

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VOX Global is a strategic communications firm that combines decades of experience with the private sector, government, political and nonprofit organizations to create customized programs that raise awareness, influence public opinion and move people to action.

Our strategic approach combines our deep understanding of public perception, influence, stakeholder engagement, media and research to help achieve our clients' goals. For each project, we build a specialized team that will effectively tell our clients' stories to the audiences they care about most.

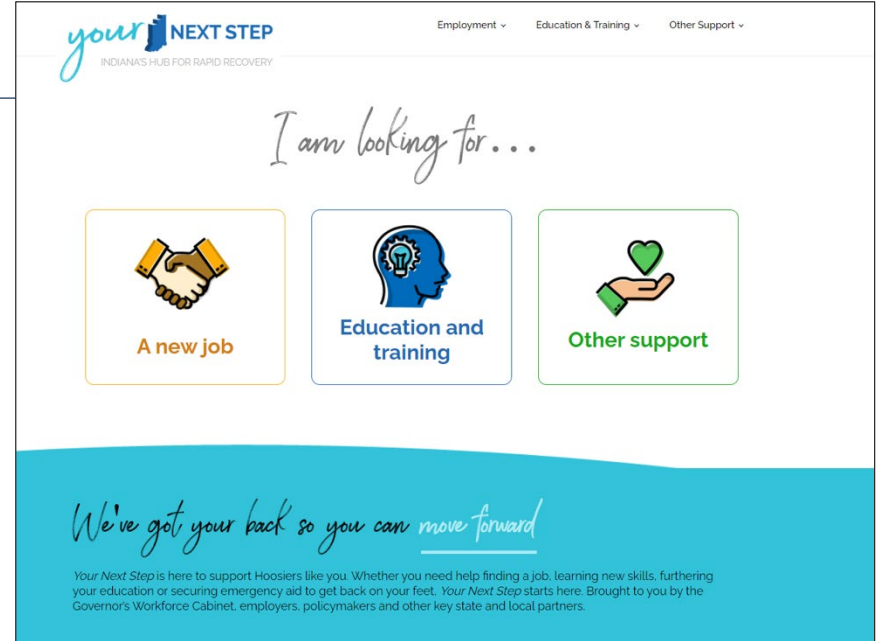
VOX's 60+ professionals work in Indianapolis, Sacramento, Dallas, Raleigh, Nashville and our headquarters of Washington, D.C.

**VOX has been named to the PRNews CSR A-list for the last five years.**



# CAMPAIGN BACKGROUND

- Began planning in 2018 with Central Indiana Corporate Partnership and Governor's Workforce Cabinet (GWC).
- GWC and Commission for Higher Education (CHE) narrowed goal: Persuading Hoosiers to pursue education beyond high school.
- There are many resources to this end; Your Next Step is a one-stop to streamline and simplify these resources.
- Rapid Recovery accelerated launch of the initial site. "2.0 site" to soft launch Nov. 9. Campaign to launch Nov. 16.



INDIANA COMMISSION *for*  
HIGHER EDUCATION

# CURRENT SITE PERFORMANCE

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## Site visits:

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- Total Visitors:  
**81,362**
- Returning Visitors:  
**19,863**
- New Visitors:  
**61,499**
- Spike in visits  
between July 23-  
July 31, 2020



## Key Geographies:

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- Indianapolis:  
**31,326**
- Chicago:  
**7,566**
- South  
Bend/Elkhart:  
**4,745**
- Fort Wayne:  
**4,110**

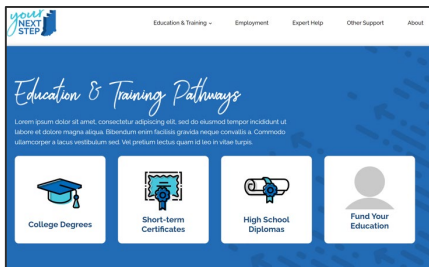


## Site Interactions:

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- Education and  
Employment roughly tied  
for most clicks  
**(~22,000/each)**

# WHAT'S NEXT: THE 2.0 SITE



## SHARPER EDUCATION AND TRAINING FOCUS



## ADDITIONAL EXPERT GUIDANCE FROM 'REAL PEOPLE'

1→ What are you looking for help with?

- A Completing additional education and training
- B Finding employment
- C Filing for unemployment insurance
- D Health and Wellness
- E Finding childcare
- F Finding ways to fund your education

## A 'QUIZBOT' TO HELP GUIDE SITE VISITORS

When asked what the barriers to pursuing education beyond high school are, the top five answers were:

**TIME** **LACK OF CHILDCARE**  
**COST** **STRESS**  
**INSUFFICIENT INCOME**

## MORE INFORMATION ABOUT PAYING FOR EDUCATION

# WHAT'S NEXT: DRIVING PEOPLE TO THE SITE

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## DIGITAL ADVERTISING

- Main audience: adults without education (85%)
- Secondary audience: high school seniors (15%)
- 6-month campaign (Nov. 2020-May 2021)
- \$165,000 total spend
- Targeted search, display, social



## VIDEO STORYTELLING

- 30-second ads to address obstacles to postsecondary enrollment
- Focus on: Cost of education, confidence gap, awareness of short-term credentials, wraparound support, and answering, “is education worth it?”



## ORGANIC SOCIAL

- CHE team will be deploying social content from Your Next Step handles.
- Goal: Continue drumbeat since ad content only seen by targeted users.



## LAUNCH/ EARNED MEDIA

- Mid-November launch
- Media coverage to amplify awareness
- Media coverage drove activity around original YNS site.



### **STAGE 1: AWARENESS**

We will target Hoosiers within our audience bucket to click through to the site, prioritizing adults without credentials in six key geographies.

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### **STAGE 2: EDUCATION**

We will retarget audiences who visited the site but did not exit to explore featured resources to get them to take that next step.

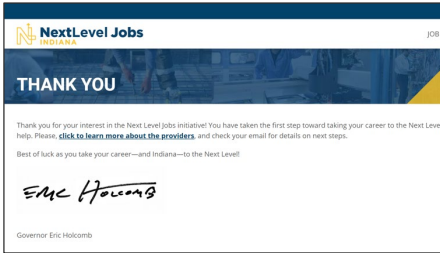
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### **STAGE 3: CONVERSION**

Getting people who visit specific resources to sign up or fill out a form. We will prioritize four resources: Next Level Jobs/ Workforce Ready Grants, You Can. Go Back, Ivy Tech and Vincennes.

# MEASURING SUCCESS



**NEXT LEVEL JOBS:  
FORM SUBMISSION**



**IVY TECH: 'SAVE AND  
CONTINUE' ON  
APPLICATION PAGE**



**YOU CAN. GO BACK:  
CLICKING ON ONE OF  
THREE RESOURCES  
ON THE LANDING  
PAGE**



**VINCENNES: USERS  
WHO CLICK 'APPLY  
NOW'**





**THANK YOU!**

**VOX**  
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